



Tobacco Tid-bits

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Southwest Washington Health District

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Spread Word About I-773

The American Cancer Society is asking for your help in spreading the word about Initiative 773. On November 6 voters will go to the polls to consider this initiative— a major effort to expand access to healthcare for low-income working families and fund proven programs to protect kids from tobacco related illnesses by increasing the cigarette tax. It is estimated that the tobacco industry will spend millions to defeat this measure. The American Cancer Society, the American Lung Association, the American Heart Association, the Washington Academy of Family Physicians and the Washington State PTA are among many organizations throwing their support behind I-773. They encourage you to be sure to vote your mind on the November ballot. For more information on the initiative log onto www.i773.org.



25th Anniversary

Great American Smokeout®

Can you believe the Great American Smokeout is about to celebrate its 25th anniversary November 15? The best part is there are more events happening in more locations in Clark and Skamania Counties than ever before! Schools, employers, restaurants, taverns, recreation centers, the Health District, WSU-Vancouver and Clark College all have activities lined up. Here is just a sample of what you can expect: • An *Unfiltered* Dance with a KNRK disc jockey at Rock Creek Center in Stevenson • 50 tombstones erected on the Skamania County Courthouse lawn to commemorate the 7,800 Washingtonians who will die this year from tobacco • “Break the chain” project using donated hospital ID bracelets at many Clark County schools to demonstrate the number of people affected by tobacco • A youth rally with city/county officials at Vancouver city hall, reading the names of those who have died because of tobacco • Employers promoting the WA Quit Line to employees through banners, posters, newsletters and check inserts • An awards ceremony by the Tobacco Free Coalition of Clark County honoring people and businesses in the community who educate customers about secondhand smoke • Booths and tables at WSU Vancouver and the SWMC promoting the Quit Line and handing out quit kits and materials, just to name a few. The GASO planning committee has been meeting twice a month since August to coordinate many of these community activities and you still have time to get involved. Contact: Group Chair Theresea Cross 397.8215 x 3178. Or if your group is still looking for ideas to promote the Smokeout contact James Lanz at the Health District 397.8416. James has a binder full of ideas, resources and materials aimed at promoting the event. He can also e-mail you the logo (above) to use as part of your promotional materials.

Smoking Rates Declining

Fewer teenagers are using illicit drugs or cigarettes according to the recently released U.S. Department of Health and Human Services 2000 National Household Survey. An estimated 65.5 million Americans aged 12 and older (29.3 percent) reported current use of a tobacco product in 2000. Marlboro, Newport and Camel account for the vast majority of adolescent cigarette smoking. The survey also shows the adult smoking rate dropped significantly from 25% in 1993 to 23.5% in 1999. **The report suggests that the decline could be in response to a 49¢ cigarette price hike from 1997 to 1999.** The

Terrible Loss

Many of you involved in tobacco prevention are probably familiar with the name Joe Weller. He was an outspoken champion for tobacco prevention. It is with great sadness that we share with you Joe died of a heart attack October 11, while vacationing with his wife in Hawaii. Joe worked at PacWest in Portland managing the media campaign for the Tobacco Prevention and Education Program. Joe had been active in tobacco prevention and public policy in Oregon since 1980, and was the first recipient of the

Media Literacy Education

With October and November full of so many tobacco education campaigns like Great American Smokeout, ESD 112's Alcohol and Drug Prevention Department Specialist, Pam Johnston, is targeting schools with media literacy presentations. Pam spoke with Jemtegaard Middle school 6th graders and Stevenson High School 10th and 12th grade classes about ADVERTISING, ADDICTIONS AND ADOLESCENTS. Over the the next six months Pam will continue media

be in response to a 49¢ cigarette price hike from 1997 to 1999. The survey provides annual estimates of the prevalence of illicit drug, alcohol and tobacco use in the U. S. and monitors the trends over time. Find the full report at: www.hhs.gov/news/press/2001pres/20011004a.html

One in five adults in Washington smokes. Most want to put out their cigarettes for good.

(Washington State Department of Health)

public policy in Oregon since 1980, and was the first recipient of the Senator Maurine B. Neuberger Award for Distinguished Career Achievement in tobacco control. His efforts influenced the tobacco prevention movement in Washington as well. "He was very helpful to us in SW Washington and we will miss him," said James Lanz, Public Health Nurse for the Health District. You may donate money in Joe's name and honor to the American Lung Association of Oregon, where those funds will help kids attend Camp Christmas Seal. Send checks to ALA, 7420 SW Bridgeport Ste 200, Tualatin, OR 97224, and reference Joe Weller.

months Pam will continue media literacy presentations to local teens and grade school students. She recently attended Cowlitz County's MEDIA LITERACY YOUTH CONFERENCE, where over 150 youth gathered for a day of motivational media literacy workshops. Pam says she was incredibly impressed, with the youth's enthusiasm and keynote speaker Harriet Turk. Pam is a great resource for tobacco prevention skills and media literacy. She can be reached at ESD 112: 750.7500.

Tobacco in Women Magazines

You would never know that tobacco is the leading cause of preventable death in women if you looked at many popular women's magazines. The American Council on Science and Health (ACHS) said tobacco advertising remains prevalent in women's magazines, but these same publications rarely publish stories that talk about the health hazards of smoking. The ACSH reviewed several women's magazines between August 1999 and August 2000. They found that fewer than one percent of stories published had an anti-smoking message. In contrast they published an average of 4.5 tobacco ads per issue during this same time period. *HealthScout* 9/22/01.

Training Opportunities

ESD 112 is holding several tobacco training events through March. In November you can attend MEDIA, MINORS AND MANIPULATION where you will learn the impact of media on behavior and how it affects teen decision making. In February check the calendar for TOBACCO EDUCATION GROUP - a curriculum used effectively as an alternative to suspending students for tobacco use on school grounds. And in March they will offer DEVELOPING AND IMPLEMENTING EFFECTIVE TOBACCO POLICY IN SCHOOLS, which gives sample tobacco policies from across the nation and information on how to implement and develop them. Contact: Kristi Gerlack 750.750. Check calendar for Nov. dates and details.

Ban in-home Smoking

Sixteen million children are exposed to secondhand smoke in their homes each day. It is estimated that nearly five million children have asthma relating to that exposure - resulting in approximately 10 million missed school days. The Environmental Protection Agency is calling on parents to ban smoking inside their homes as part of a national campaign aimed at eliminating juvenile asthma caused by secondhand smoke exposure. Under the SMOKE FREE HOMES Campaign, parents are being urged to sign a pledge that they will not permit smoking in their homes by anybody. Contact Pam Walker at the Health District for pledge cards and support materials: 397.8215 x3025. Children exposed to secondhand smoke are also more likely to suffer from ear infections, coughs, pneumonia and even SIDS. *ABCNEWS.com*

Hospital Appeal Rejected

Tobacco companies will not have to reimburse Washington hospitals for treating poor, ill smokers. The Supreme Court rejected an appeal from the hospitals this month. Hospital lawyers argued that the tobacco company settlement with states did not help the tax-payer funded hospitals. Earlier the Federal court ruled that hospitals did not have standing to claim tobacco companies violated federal antitrust and racketeering laws, and the Supreme Court upheld that decision. *AP*

Great Start Rescheduled

The launch of the GREAT START media campaign we told you about last month has been rescheduled for December 4, 2001. GREAT START is the American Legacy Foundation's effort to encourage pregnant women to quit smoking. Beginning in December television ads will promote the national Quit Line number and all Washington calls will be transferred to our local Quit Line for assistance.

Quit Line
877-270-STOP
877-2 NO FUME
1-877-777-6534 (TTY)

Valuable Training

Tobacco Free Kitsap County is extending an invitation to human resource directors, public housing officials, business owners and apartment managers to attend an upcoming training. CREATING SMOKEFREE WORKPLACES AND HOUSING will provide tools and methods for creating and implementing smokefree policies, answer legal questions and provide help for employees who smoke. Presenters from Americans for Nonsmoker's Rights and the American Lung Association of Washington will help you decrease the amount of money you spend on sick leave, building damage and insurance. See calendar for details.

November Calendar of Events

- Nov. 02** Unfiltered Dance - Rock Creek Center, Stevenson, 8-11PM. Free with library card for grades 7-12. Contact: Joni Hawthorne 509.427.9478.
- Nov. 08** Tobacco Free Coalition of Skamania County meeting. Skamania County Jail conference room, 3:30-4:30 PM
Contact: James Lanz 397-8416.
- Nov. 13** Tobacco Free Coalition of Clark County meeting. Southwest Washington Health District, 2:30-4 PM
Contact: James Lanz 397.8416
- Nov. 14** CREATING SMOKEFREE WORKPLACES AND HOUSING training, Harrison Hospital, Silverdale - 8:30-3:30 PM. Cost \$35 includes lunch and materials. Scholarships available. Contact: Debbie Delaire 360.792.8762
- Nov. 15** American Cancer Society's **GREAT AMERICAN SMOKEOUT** - 25th Anniversary.
- Nov. 15** BREATHE Youth Rally at Vancouver City Hall, 3:30 PM. Speakers include Mayor Royce Pollard, County Commissioner Craig Pridemore and youth. Mr. Ciggy Ruttz will be there too! Contact James Kisse 397.8214

Nov. 15	BREATHE Youth Rally at Vancouver City Hall, 3:30 PM. Speakers include Mayor Royce Pollard, County Commissioner Craig Pridemore and youth. Mr. Ciggy Buttz will be there too! Contact James Kisse 397.8214
Nov. 20	Cessation Task Force meeting. ESD 112 - Clark Room, 2:30- 4 PM. Contact Pam Johnston 750.7500 x133
Nov. 27	MEDIA, MINORS AND MANIPULATION training, ESD 112 - 9AM-Noon. Reservations: Kristi Gerlack 750.7500